

Entrepreneurship and Culture Carnival Lively

Published: Wednesday, 04 May 2016 15:28 | [Print](#) Hits: 1396

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WEDNESDAY, 4 MAY – the Entrepreneurship and Culture Carnival, which started yesterday came alive featuring various activities including the sale and purchase of various products and foodstuff.

Held at the Parade Ground (Padang Kawad), the carnival which is held until Friday is a combination of three events namely Fundamentals of Entrepreneurship Enculturation (APK), Kaamatan Festival and Tiong Hua Festival.

A survey done by UMS Media found that visitors comprising students, staff and the public continued to visit the stalls put up at the carnival.

Among the major attractions included

the innovation by students in the preparation of a variety of delicious and attractive food .

The media crew were also impressed by the uniqueness of the handicrafts crafted by the students and sold at reasonable prices.

Meanwhile, Sports Science Programme second year student, Mohd Syaffezh Edham Ahmed when met said that the programme was very helpful especially in giving exposure to students and applying good communication technique with customers.

“At the same time, we can also learn marketing strategies thereby applying the entrepreneurial values in ourselves,” he said at his booth selling grass jelly milk coconut water.

He said the response to their drink sold with another four other friends had been very encouraging with the supplies running out by lunch time on the first day.

More than 150 outlets and exhibition stalls were set up at the carnival. – SS (fl)

